



TO: INTERNATIONAL MARCH OF THE LIVING LEADERSHIP

FROM: SHMUEL ROSENMAN, CHAIRMAN  
PHYLLIS GREENBERG HEIDEMAN, PRESIDENT

DATE: 8 MARCH 2020

SUBJ: 2020 MARCH OF THE LIVING – UPDATE AND BOARD DECISIONS

On an emergency conference call this afternoon, it was determined unanimously by the Board of Directors of the International March of the Living, Inc. , that in light of the decision of the Israeli Ministry of Health advising that MOTL groups coming from Poland will not be able to enter Israel, the Board concluded that it is accordingly necessary to postpone and reschedule the 2020 March of the Living. For the last 31 years, without fail, the March of the Living has taken place in Poland on Yom HaShoah and in Israel on Yom HaZikaron and Yom HaAtzmaut. The annual March from Auschwitz to Birkenau has proceeded successfully during times of war, intifada, inclement weather, political strife, volcanoes and all other challenges. This year marks a dramatic change for our organization, due to the health dangers caused by the Coronavirus situation.

This organization has always taken most seriously the health and welfare of all participants and this year is no exception. The Coronavirus situation is becoming increasingly more serious and appears to be expanding. Israel has taken strong decisions regarding entry and quarantine policies.

As we continued to investigate, inquire and deliberate our options, and as you know from our Update Memorandum of Friday, March 6, 2020, we received notification from the Ministry of Health on Friday, in response to our direct inquiry, informing us that due to the aggregate size of our MOTL groups coming to Israel from Poland, we would be denied entry into Israel. Although we still have had no reply from the authorities in Poland, we are aware that (i) we and many groups are concerned about going to Poland in the midst of the emerging and apparently expanding Coronavirus situation.

Accordingly, the International MOTL Board of Directors has established a multi -track plan:

- 1) To commemorate Yom HaShoah together as a community on a Virtual International March of the Living Platform utilizing the “#Never Means Never” digital campaign already in place; to expand community activities centered on Holocaust education during the week of Yom HaShoah; and to hold appropriate



activities in the communities, and on the MOTL virtual platform, for Yom HaAtzmaut in celebration of Israel's 72<sup>nd</sup> anniversary.

- 2) We are proceeding to develop alternative and potential multiple rescheduled dates to hold the 2020 March. We are reviewing dates with consideration for school/community calendars as well as availability of the necessary venues. Current thought is to offer participants the opportunity to have the March educational experience on two alternate dates: (i) late July/early August and/or (ii) in early November to coincide with Kristallnacht. Different groups may prefer different dates; and we will work to accommodate their proposals.

The magnitude of this operation is significant and will require patience and careful planning by all. We will work with each group to accommodate and execute a plan consistent with community needs.

All current 2020 registrations are being automatically rolled over and applied to a guaranteed place on the 2021 March. It may well develop that the 2021 March in April 2021 will potentially be double the size of that which was planned for April, 2020. For those individuals unable to join one of the options being offered, presumably in the Summer of 2020 and Kristallnacht 2020, we trust that each will plan now to attend the 2021 March, which will be held during the period April 6-17, 2021.

For those individuals who are unable to participate on an alternate date, and/or are unable to participate in the 2021 March of the Living, we will work with the group leaders for those individuals consistent with our previously announced cancellation policies, considering that the postponement and rescheduling of the 2020 MOTL is due to health circumstances and governmental decisions beyond our control.

The impact on the International March of the Living of this postponement, rescheduling and administrative oversight will indeed be significant, for multiple reasons including the fact that significant deposits have already made to various vendors. We cannot yet estimate the magnitude of the financial impact on the International March of the Living. It is the intent of the MOTL Board of Directors that the financial burden and impact will be minimized both for the International MOTL, the local community groups and the individual participants. The International MOTL Finance Committee will commence meetings next week to work on these various and important details.

We indeed appreciate your understanding, patience, loyalty and commitment to the International March of the Living.



We will continue to keep you informed of developments and decisions on an immediate basis.

The International MOTL will be releasing a press statement tomorrow and notes regarding Frequently Asked Questions will be provided to each of you in accordance with the assistance of the International MOTL communications firm.

If you have any immediate questions, please feel free to call us so we can receive your suggestions and comments and continue to incorporate them into our thinking and decision-making. No good idea will be pushed aside or taken lightly. We are a family. Indeed, we march together in memory of those who perished during the Holocaust and in honor of those who thankfully survived. We stand together with you in these challenging times.

We wish each of you a joyous Purim.

Shmuel and Phyllis